

Awareness On Financial Education Among The Students Of Dkd College, Assam

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Abstract:

Financial Education is construed as an ability of a person to understand dynamics of money and sound financial decisions. It is important for every person irrespective of age groups. Infact, scope of financial education is not limited only to an investor, but it also includes young generations like school, college or University going students for their successful financial planning. The study has revealed that, 100 percent of total sample hold opinions of need for Financial Education in Schools and Colleges. Astoundingly, majority of the students of DKD College are unaware of various aspects of financial planning. In addition, 86.25 percent of the total sample are unveiled to have set up only General Goals instead of Smart Goals. Further, 65.71 of total sample have fully agreed upon meeting unexpected expenses during rainy seasons as primary reason for saving and investment. Furthermore, majority of the respondents, which constitutes 62.86 percent of the total sample are totally in strong disagreement with 'saving and investment for speculation in stock markets.'

With this background, the study endeavors to analyze need for and awareness of Financial Education among students of DKD College. Further, it tries to examine setting of General Goals or Smart Goals among the students of Study Unit. Furthermore, the present study makes an effort to analyze the reasons for Saving and Investment among the students of DKD College.

Keywords: *Assam; Dergaon Kamal Dowerah College; Financial Education and; SEBI*

INTRODUCTION

Financial education is understood as an ability of a person to understand workings of money and sound financial decisions. It involves an art of investing and managing money. Financial education constitutes personal financial management and application of various financial skills. In present times, many people must manage their retirement accounts, student debt, mortgage debt, and online trading accounts etc. Many people cannot make sound financial decisions and the costs are terrible to visualize. Sometime, financial agents might cheat the financially illiterate people by recommending financial products, not suitable for them or hiding relevant information which is describe as mis-selling.

Due to lack of financial education, often people make the wrong financial decisions. They lose their hard-earned money for many years. Many a times, financially illiterate peoples avail loans even without understanding interest payments and the consequences of a default. Lack of financial education is a heavy burden on the Nation, as expenses on financial security rises. Findings of S & P Survey has revealed that, more than 75 percent of Indian adult citizens are not aware of even some basic financial concepts. Even worser is the case of women counterparts as 80 percent of them are unveiled to have financially illiterate to the bone.

Infact, the question of financial education applies not only to an investor, but also to young generations like school, college or University going students alike for their

successful financial planning related to education. The present study has been conducted on the students of Dergaon Kamal Dowerah College, Dergaon to assess their awareness on Financial Education. The scope of the study is limited to the D K D College of Dergaon.

OBJECTIVES OF THE STUDY

1. To analyze need for Financial Education in Schools and Colleges.
2. To assess awareness of students on various aspects of Financial Education in DKD College.
3. To examine setting of General Goals or Smart Goals among the students of Study Unit.
4. To determine the reasons for Saving and Investment among the students of DKD College.

RESEARCH METHODOLOGY

- **Research Methods & Tools:** An effort has been made to maintain empiricism of the study. Interview Method has been used for the present study to solicit pertinent information for primary data. Structured schedule has been the prominent research tools used to collect primary data.
- **Sources of Data:** The study in its entirety is based on both primary and secondary data. Personal interview and observation have been the main sources of primary data. For better analysis of the topic, various secondary data have been collected from various books, journals, reports, magazines etc., of national and international repute. Moreover, various data have been collected from published and unpublished sources too. However, internet has also been used to collect various related secondary data for the study.
- **Sampling Technique and Size:** Convenience sampling under non-probability sampling technique has been applied during the study. The samples encompass student respondents from DKD College. Altogether, 80 samples have been drawn to draw inferences on the population parameter. For the study, 50 students (Major) have been selected who are pursuing B.A 5th and 6th semesters and remaining 30 students have been selected from those pursuing MA 1st semester respectively.
- **Universe of the Study:** The study covers the entire student populace of DKD College, Dergaon.
- **Period of the Study:** The reference period of the study is from 2021 to 2022. Data over one year has been used for analysis for the study.
- **Tools of Data Analysis:** For analysis of data, statistical tools of data analysis like percentage, bar diagram, pie diagram etc. have been used. Also, scales have been used to analyze the field data.

ANALYSIS AND DISCUSSION

It is unveiled from Table 1 and Figure 1 that; majority of the respondents are male. Male constitute 55 percent of the total sample. However, 36 female respondents which constitutes 45 percent of the total sample have been taken for the present study to understand the research problem.

Table No 01: *Gender of the Respondents*

Particulars	No of Respondents	Percentage
Male	44	55.00
Female	36	45.00

Total	80	100
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Source:Field Survey, 2021-22

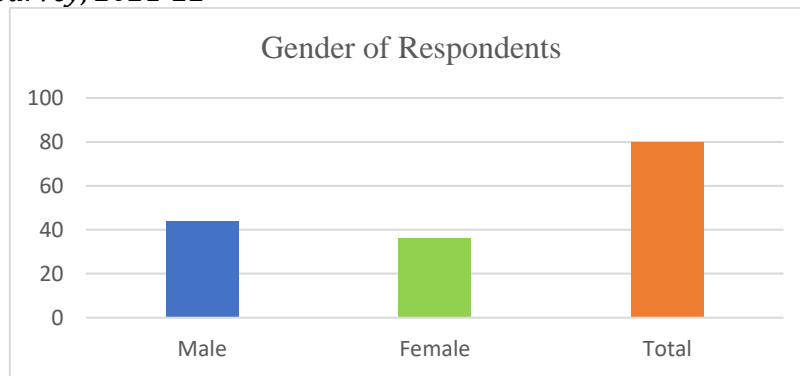


Figure 01

Table No 02: Need for Financial Education in Schools and Colleges

Particulars	No of the Respondents	Percentage
Yes	80	100
No	0	0
Total	80	100

Source:Field Survey, 2021-22

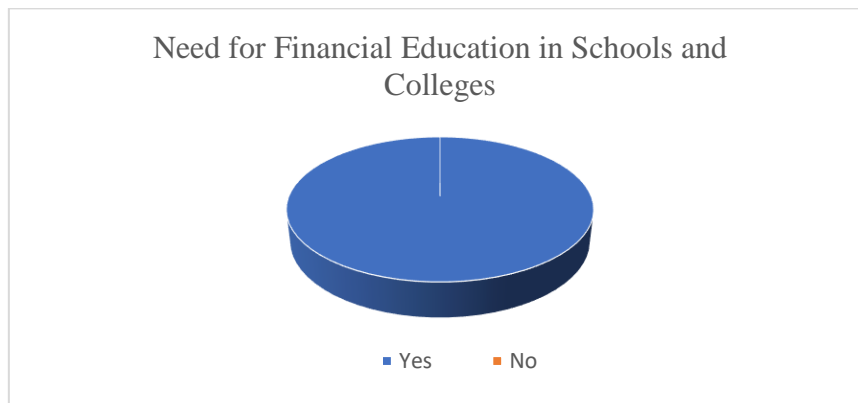


Figure 02

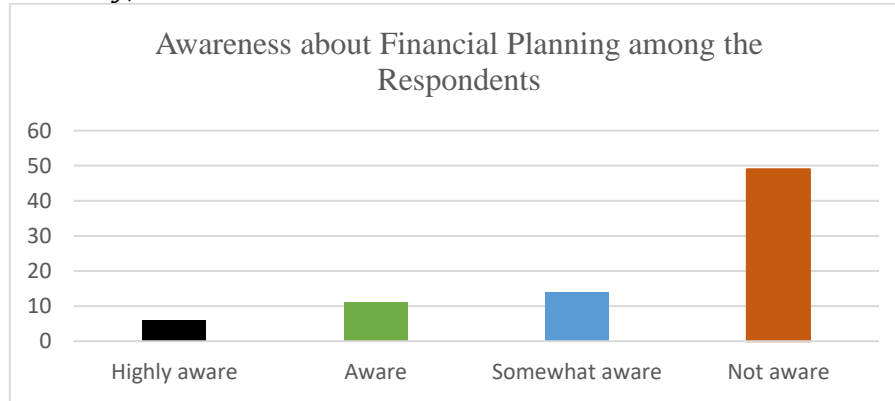
It is revealed from Table 2 and Figure 2 that, 80 off 80 samples which constitutes 100 percent of total sample under present study hold opinions of need for Financial Education in Schools and Colleges. None of the respondent either male or female, has felt non introduction of financial education in schools and colleges. Infact, proper financial planning is of paramount significance. It applies to everyone whether be it a school-going kid, a college student or a retired citizen. Further, it is important to note that, success of financial planning depends upon some important steps. Important steps of the same are as listed as under:

1. Gathering financial data, such as details on income, debt level, commitments, etc.
2. Identifying financial goals.
3. Identifying any financial issues or gaps between where we are now financially and where we want to be.

Table No 03: Awareness about Financial Planning among the Respondents

Particulars	No of Respondents	Percentage
Highly aware	06	7.50
Aware	11	13.75
Somewhat aware	14	17.05
Not aware	49	61.25
Total	80	100

Source: Field Survey, 2021-22

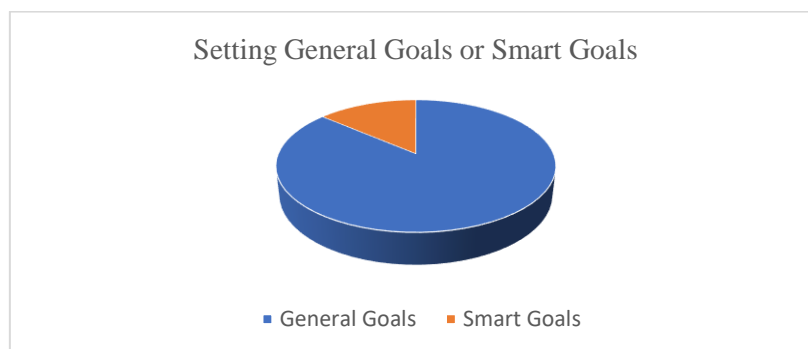
**Figure 03**

It is observed from Table 3 and Figure 3 that, majority of the respondents are found to have unaware of various aspects of financial planning in DKD College, which constitutes 61.25 percent of the total sample. Likewise, 17.05 percent, 13.75 percent and 7.50 percent of the total sample are revealed to have somewhat aware, aware and highly aware of the same. So, it is imperative to note that, there is an urgent need to sensitize financial awareness among the students of DKD College, Dergaon. In this regard, college administration has to organize periodical awareness program on financial planning not only for the students but also, for the entire employees of the college.

Table No 04: Setting General Goals or Smart Goals

Particulars	No of the Respondents	Percentage
General Goals	69	86.25
Smart Goals	11	13.75
Total	80	100

Source: Field Survey, 2021-22

**Figure 04**

In general parlance, Goals may be perceived as things we want to achieve in life, towards which we direct our efforts. Goals are statements about where we want to end up. Goals can help us to stay focused and work out a plan to achieve them. Goals do not talk about how we will do it. It focuses on what we want to do. Infact, Goals should be SMART. It should be Specific- focused, not general; Measurable- we can tell when we have reached them; Achievable- they are possible; Realistic- based on resources and; Time bound- there is a dead line.

It is uncovered from Table 4 and figure 4 that, 69 out of 80 samples which constitutes 86.25 percent of the total sample have set up only General Goals. They have followed some incorrect approaches in managing their finances. On the contrary, 11 off 80 samples that represents 13.75 percent of total sample under the present study are unveiled to have chosen Smart Goals.

Table No 05: Reasons for Savings and Investments

Reasons	Partially		Fully		Not at all	
	No.	Percent	No.	Percent	No.	Percent
For a rainy day, for unexpected	14	20.00	46	65.71	10	14.29
For retirement	15	21.43	21	30.00	34	48.57
To get income in the form of interest, increased market value of assets, etc.	28	40.00	11	15.71	31	44.29
To leave something for children to	11	15.71	27	38.58	32	45.71
To increase my living standards in the future	12	17.14	38	54.29	20	28.57
To be independent and be able to make choices	23	32.86	26	37.14	21	30.00
To speculate on the stock exchange	14	20.00	12	17.14	44	62.86
No particular reason, this is a family tradition	24	34.29	22	31.43	24	34.29

Source:Field Survey, 2021-22

It is unveiled from Table 5 that, 46 out of 80 respondents which shares 65.71 of total the sample have fully agreed upon meeting unexpected expenses during rainy seasons as primary reason for saving and investment. Likewise, 54.29 percent, 38.58 percent and 37.14percent of the total sample hold view that to increase the living standards in the future, to leave something for children to inherit and to be independent have been the reasons behind making saving and investment respectively.

Moreover, it is clearly revealed from Table 5 that, majority of the respondents which constitutes 62.86 percent of the total sample are totally in strong disagreement with 'saving and investment for speculation in stock markets. Nevertheless, 40 percent of the sample respondents have mildly agreed on getting income in the form of interest and to increase market value of assets as being the motive for saving and investment.

In the lights of the present study, various suggestions are being made which are as under:

- The saving habit of the students should be encouraged and promoted.
- Proper financial literacy programmes should be conducted in schools and colleges.
- The financial Institutions like Banks, LIC Company, Postal Service, SEBI should create awareness among the students about the new technologies related to

financial planning. Moreover, they should also provide financial literacy programmes in schools and colleges.

CONCLUSION

An ability of a person to understand workings of money and sound financial decisions is termed as Financial Education. It is related to an array of art of saving, management and investment of money. In daily walk of life, very often we make wrong financial decisions due to lack of proper financial education. It is required for every age groups. Infact, scope of financial education is not only limited to an investor, but also to young generations like school, college or University going students etc.

The study has revealed that, 80 off 80 samples which constitutes 100 percent of total sample under present study hold opinions of need for Financial Education in Schools and Colleges. Surprisingly, majority of the students of DKD College are unaware of various aspects of financial planning in DKD College. In addition, 86.25 percent of the total sample are unveiled to have set up only General Goals instead of Smart Goals. Further, 65.71 of total the sample have fully agreed upon meeting unexpected expenses during rainy seasons as primary reason for saving and investment. Furthermore, majority of the respondents which constitutes 62.86 percent of the total sample are totally in strong disagreement with 'saving and investment for speculation in stock markets.'

Thus, the saving habit of the students should be encouraged and promoted in the study unit. In this regard, financial Institutions like Banks, LIC Company, Postal Service, SEBI should come forward and conduct periodical financial education programs towards changing landscapes of financial education among the students of DKD College.

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